

Jour 555: Integrated Marketing Communications

A capstone course involving tactical application of IMC skills and disciplines, and to develop team-building skills. Alternative and competing IMC campaigns will be presented and judged by both professor and client.

3 Credits

Prerequisites

- Jour 404: Integrated Marketing Communications Rese (Minimum grade: C)
- Pre-Requisite: 24 Earned Hours

Instruction Type(s)

Lecture: Lecture for Jour 555

Subject Areas

Journalism

Related Areas

- Broadcast Journalism
- Journalism, Other
- Photojournalism

The University of Mississippi is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award certificates and baccalaureate, master's, specialist, and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, call 404-679-4500, or visit online at www.sacscoc.org for questions about the accreditation.

